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## HP Mobility

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- » [Feature stories](#)
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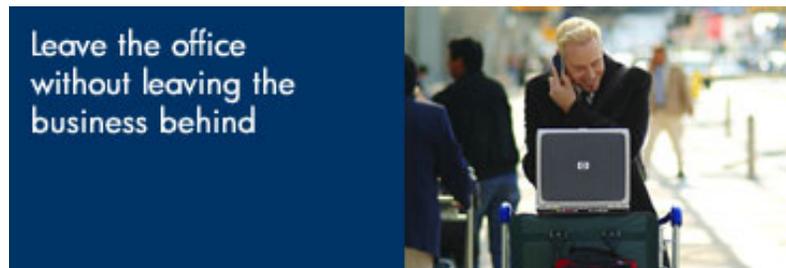
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- » [Financial information](#)
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- » [News archives](#)

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By *Andrea Harris*

Feb. 2005 -- With HP mobility solutions, HP customers know they can leave the office without leaving business behind. In fact, HP has mobilized more than a million users to keep them connected seamlessly and securely from virtually any device or any location.

HP delivers products across the entire mobility spectrum — from wireless or mobile devices to servers, software, infrastructure and services — and for businesses of all sizes. This means we have the ability to integrate the mobile environment into your Adaptive Enterprise for more value, simplification and agility. Small to mid-size businesses benefit, too, with smarter, simpler and safer ways to stay in touch.

With more than 30 years of wireless and mobility experience and industry leadership, only HP has the innovative products, collaborative partnerships, comprehensive services and expertise to mobilize customers for real-time, anytime access virtually anytime, anywhere.

Take a look at how these customers leverage HP's end-to-end wireless and mobility solutions to drive down costs, simplify connections, increase productivity and improve the return on IT investments.

#### Networking on the Run

What has the mobility of a marathon runner? HP iPAQ Pocket PCs. At the first **Boston Marathon** in 1897, the media had to chase runners with bicycles, horses, and trains to stay informed of their progress. Fast-forward to the 21st century, with race officials relying on HP networking and mobility products to provide instantaneous, real-time results to the media and the public.

*"HP ProCurve Networking's Adaptive EDGE Architecture™ permits secure, fast and appropriate access by placing the intelligence for managing both wired and wireless connections at the edge of the network where we need it."*

— Kevin Meany,  
Chief Network Architect,  
Boston Marathon

Each official entrant affixes a chip to his or her shoe or wheelchair that feeds real-time information from the race course to the technology center, which in turn feeds nearly a dozen applications, including the press rooms. Spotters along the course, equipped with wireless iPAQ Pocket PCs, capture additional data. ProCurve Networking by HP gives Marathon officials a secure mobile solution for reliable, real-time data collection from remote points along the course.

The Boston Marathon is the second-largest, single-day sporting event in the United States, based upon the number of credentialed media on-site. With HP, both on-site and remote media receive reliable real-time results, resulting in a better coverage experience for the media representatives. Press can easily cover the event from remote locations due to the quality and reliability of the real-time information.

#### Mobile Computing That's Out of This World

While Boston Marathon officials may be using HP's mobility on thousands of running feet, there's nothing pedestrian about HP's leadership in the mobility marketplace. With HP iPAQ Pocket PCs in the hands of astronauts in the **International Space Station**, HP's mobility solutions are truly out of this world.

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Astronauts use the iPAQs for work-related tasks such as recording daily procedures, writing memos and checking e-mail. In addition to making them more productive on the job, the iPAQs give the astronauts some of the comforts of home by allowing them to view photos, read e-books and listen to music on their journey.

#### Gathering Better Data for Improved Business Intelligence

ProCurve Networking by HP increased the availability of real-time manufacturing data at **Euro-Composites**, a manufacturer of low-weight, super-strong materials used in airplanes, trains and boats. As a result, the company increased on-time delivery to its customers.

To improve production tracking and collection of valuable business data, Euro-Composites installed a ProCurve Networking wireless LAN so they could use HP iPAQ Pocket PCs to log real-time data from the manufacturing floor. Integrated into their ERP system, it helps them streamline stock and production tracking.

*"Our company will certainly grow in the future and now we have the new bandwidth, we know that our ProCurve and wireless networks can cope with that growth. With this infrastructure, there will not be any problems adding more production area and we are very well equipped for the future."*

— Christian Schneider,  
Senior Manager,  
Information Systems,  
Euro-Composites

#### An Adaptive Enterprise for Changing Markets

When it comes to their mobile phones, customers don't want to wait to get the newest services. So it wasn't surprising that **Asia Pacific Broadband Wireless** (APBW) wanted to be the first wireless provider in Taiwan to offer third-generation (3G) service, which offers higher voice and data speeds. To be the first, APBW partnered with the best: HP, an innovative leader in the mobility marketplace.

Their competitors may have been larger and more established, but APBW was able to provide customers with more personalized services, as well as the best mobile commerce applications and environment.

With the HP Mobile Service Delivery Platform (mSDP) — an integrated suite of software products and solutions from HP and its partners — mobile network operators develop, deploy, deliver and manage mobile voice and data e-services quickly and cost effectively. Based on open technology standards, the mSDP is delivered with design, consulting, implementation and support services from HP.

According to Alan Chiu, APBW mobile information division vice president: "The mSDP provides multiple benefits. It lets us increase our revenue potential by aggregating and presenting new mobile data services in a timely manner. It reduces costs through efficient integration of content and back-end support systems. And it increases customer loyalty by letting customers self-provision new mobile services and self-manage their own accounts."

#### Agility in the Field Drives Revenue at Headquarters

Mobility creates agility for Texas-based sales agency **CROSSMARK**. Thousands of consumer product goods manufacturers rely on CROSSMARK to keep their products stocked on store shelves. CROSSMARK's extensive network of in-field representatives visit stores with iPAQ Pocket PCs and HP notebooks in hand, so they can share vital sales data with the home office.

With approximately 4.5 million store visits a year, CROSSMARK needed a smart — and fast — way to share data with field reps so they could get products to the right place at the right time. Field managers find that HP PCs provide the reliability they need in the office and on the road. The fastest-moving field reps in high-density retail areas use iPAQ Pocket PCs with wireless access so they can respond to stores' stocking needs immediately — such as when products start to run low during a big promotion.

Storing and managing huge volumes of ever-changing sales data is in the reliable hands of CROSSMARK's HP Fibre Channel StorageWorks Enterprise Modular Arrays and StorageWorks Raid Arrays, which pool resources and create virtual disk space as needed.

#### Real Estate in Real Time

At **John Scott**, one of the largest residential real estate companies in the U.S., being tethered to the office means spending less time generating revenue. Agents are constantly on the move. HP iPAQ Pocket PCs can keep them connected to the office from any Starbucks location, all of which offer T-Mobile Hotspot wireless service. In fact, when HP first partnered with Starbucks and T-Mobile to provide wireless access, John L. Scott agents participated in the pilot project.

With mobile access to files on office computers, e-mail and Internet access in the same locations where they are already meeting clients, agents can offer clients higher quality, up-to-the-minute information.

Mobility and efficiency via HP iPAQ Pockets PCs streamlines access to deal-closing information. Broker Edward Krigsman impresses clients with the information at his fingertips. "The iPAQ is such a good platform for me because it's so powerful. My iPAQ handheld keeps me on track," Krigsman says.

#### A New Kind of Mobile Home

As Singapore property developer **Keppel Land** discovered, HP gives the terms "mobile" and "home" a whole new meaning.

Keppel Land offers its residents complete "smart home" living, thanks to a networking infrastructure that includes products from HP and Cisco. HP's complete end-to-end solution includes consulting and support services, in addition to the underlying technology that allows over 900 luxury apartments at the "Caribbean at Keppel Bay" condominium complex, to use HP Tablet PC TC1100 systems to connect to a wireless network and a host of services.

So what does mobile computing with HP mean for the residents? It means complete "smart home" living, including an audio-video intercom system, web surveillance cameras, home networks, outdoor wireless access, automatic lighting and power controls, security and home entertainment. It means they can call home on the way back from work to switch on the air conditioning, turn up the water heater, and have dinner delivered to the front door.

#### Mobilize Your Workforce

Whether you run an enterprise or a small to mid-size business, HP mobility solutions offer a proven, dependable, smart way to provide mobile access and increase productivity, anytime and anywhere. With HP mobility solutions, you can leave the office without leaving business behind.

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